NOTICE OF DECISION UNDER REGULATION 32
FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Buttman's British Extremely Big Tit Adventure

is **Not Approved.**

if approval refused, the reasons for the decision:

The video slick entitled *Buttman's British Extremely Big Tit Adventure* is not approved, due to the extent and degree to which images depict females in a degrading and dehumanising manner.

The dominant effect of the front cover is the reduction of females to large breasts, buttocks, and genitals as the main area of viewer interest, achieved primarily by the combination of images, title, and text running down through the centre. The images around the sides contribute to this effect to a lesser degree. The spine continues in this style, depicting females displaying their breasts, buttocks, and genitals in a degrading and demeaning manner. The proliferation of images on the back cover intensifies the degree to which females are degraded by the manner of presentation. All but two of the 21 images depict sexual activity or display. A number of images depict activities close-up or emphasise female's breasts, buttocks, and genital areas. The individual impact of these images is high, degrading and dehumanising the participant by reducing them to a sexual body part. One image suggests the use of force in association with sexual conduct, and degrades the female apparently subjected to it. Otherwise the overall effect of the images is to present females as a collection of orifices for the sexual servicing of males and constantly available for such purposes.

The extent and degree to which the slick degrades and dehumanises females is therefore given heavy weighting in this decision. The manner in which women are presented is likely to contribute to or support negative male attitudes to females, particularly with regard to matters of sex.

The New Zealand Bill of Rights Act 1990 (the NZBR Act) affirms the rights and freedoms of expression but allows that such freedom may be subject to reasonable limits prescribed by law. Having given consideration to the relevant provisions of the NZBR Act, to the extent and degree to which and manner in which the video slick degrades and dehumanises females, and the injury to the public good likely to result from the availability of the publication, the Classification Office determines that the video slick would likely be classified as objectionable if so submitted, and does not approve the publication. The Classification Office considers that such a limit on the availability of the publication is reasonable and prescribed by law.

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Date: 14 August 1997

For the Classification Office (signed):

OFLC Ref: 9700620